

As the official trade show newspaper of the UAE International Dental Conference and Arab Dental Exhibition (AEEDC) in Dubai, *today* is the ultimate reference guide for more than 66,000 attendees, providing useful information about over 3,900 exhibitors and educational sessions at one of the largest annual scientific dental conference and exhibitions in the world.

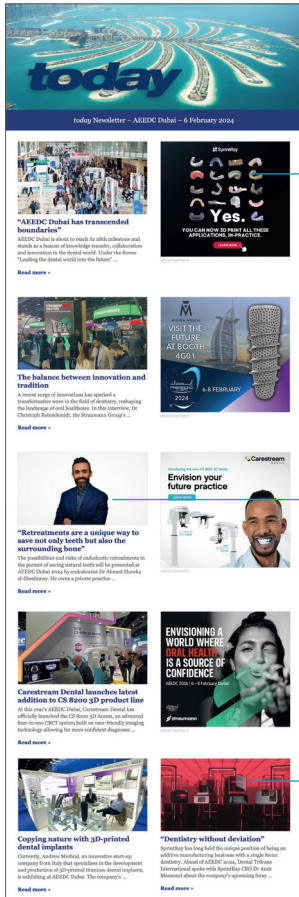
Distributed daily and free of charge within the main exhibition halls by hostesses, *today* AEEDC Dubai keeps attendees up to date about the latest dental news from the Middle East region and worldwide. In addition, it includes valuable information about the latest technologies on display and thus provides dental companies participating in AEEDC with a perfect opportunity to educate dental professionals and potential business partners on their brands and products by strategically placing advertisements and press releases in the *today* show dailies.

today	
Distribution	12,000
Release Date	Jan. 19-21, 2026
Editorial Deadline	Dec. 3, 2025
Ad Deadline	Dec. 17, 2025
Language	English

Format	Dimensions (w x h)	Price
1/1 page (full page)	280 x 400 mm	€3,450
1/2 page	162 x 400 mm	€2,950
1/2 page	280 x 200 mm	€2,950
1/4 page	162 x 166 mm	€2,450
1/8 page	122 x 92 mm	€1,950

3 mm bleed required for all formats. | Special advertising formats and discounts for regional packages are available on request. The *today* newspaper and advertising formats may vary owing to local print specifications. For more information on personalized campaigns, formats and more, please contact [mediasales@dental-tribune.com](mailto:mediasales@dental-tribune.com).

## Event e-newsletter



→ Rectangle banner

(621 x 555 pixels)

→ Article

→ Product teaser

event e-newsletter	
Region	International
Distribution	65,000
Language	English
	<ul style="list-style-type: none"> <li>• non-exclusive: more than one sponsor possible</li> <li>• e-newsletter article and photo(s) also at <a href="http://www.dental-tribune.com">www.dental-tribune.com</a></li> <li>• rectangle banner (621 x 555 pixels) with link to corporate website</li> <li>• product teaser with a link to the product entry at <a href="http://www.dental-tribune.com">www.dental-tribune.com</a></li> </ul>
Price	€3,450

## Combined Social Media Event Campaign

Our social media event campaigns are the perfect extension to our well-known today show daily newspaper. They will allow companies to reach out to attendees of a specific dental congress or trade show through DTI-administered postings on one or more social media platforms, rendering their advertisement strategy most effective.

+

Facebook

X

LinkedIn

1 full-page ad in a today issue



Please see today show daily overview for the full list of editions.  
 Dates subject to change. All prices apply to 4c advertisements. All prices in euros; VAT not included. Other formats, advertising forms and prices on request. The latest version of the media kit can be found at [www.dental-tribune.com/advertise-with-us](http://www.dental-tribune.com/advertise-with-us).

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